



CHIARA

FIRENZE

chiarafirenze.it





The Story of a Fragrance

Welcome to a magical place,
where scents are transformed into emotions.

Chiara Firenze invites you on a sensory journey,
discovering colors, nature, and art. A journey through
the most authentic soul of Tuscany.

Our handcrafted fragrances express all the nuances
of this fantastic territory.

Fragrances that are born thanks to the passion of
our perfume artisans.

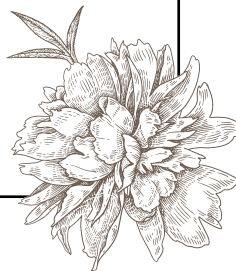
From the moment of their conception,
thanks to the skill of master perfumers.

Going through their creation: natural essences with high
concentration of essential oils, GMO-free and free of
animal derivatives.

Made with bio-alcohol derived from the processing
of sugar beets.

The fragrances created by Chiara Firenze are artisanal
fragrances and all stages of production are done
manually: from bottling to labeling to binding with
copper wires. And, where possible, no plastic materials
are used, only paper and wood.

Each fragrance has an emotion to evoke and a
new story to tell.



olfactory family

CITRUSY

Perfumes that have a citrusy arrangement as their base.
Fresh and sparkling, meant to be sprayed in large quantities.

OSTRO
AGRUMI
MEDITERRANEO
LIMONAIA

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CITRUSY



OSTRO

A heady fragrance with notes of Mandarin and Vanilla that make it sweetly pungent.

primary notes
Vanilla
secondary notes
Mandarin
tertiary notes
Tangerine Peel



AGRUMI

The fresh, bitter notes of Grapefruit combine with Sweet Orange peels in a vital and lively fragrance that has relaxing effects and gives serenity.

primary notes
Grapefruit
secondary notes
Bergamot, Sweet Orange
tertiary notes
Lemon Peel



MEDITERRANEO

The fragrance takes its name from the nature that overlooks the homonymous sea, with notes of the woods and resins of the Mediterranean scrubland combined with the fresh and lively hints of citrus fruits.

primary notes
Rosemary
secondary notes
Cedar
tertiary notes
Lemon Peel



CITRUSY



LIMONAIA

Every villa in Tuscany had a Lemon House to shelter citrus fruits during the winter season, after the Medici spread the practice. A fresh and carefree vacation for the sense of smell.

primary notes
Lemon, Lime
secondary notes
Lemon Leaves
tertiary notes
Salt



The birth of perfume

The earliest records regarding perfume and its uses date back to the time of the ancient Egyptians and the use of perfume in sacred settings.

The first fragrances were created after weeks of selection from spices, fruits of the earth and essences obtained from plants. Some traditional Egyptian mixtures consisted of as many as sixteen ingredients, including honey, wine, and raisins.

olfactory family

FRUITY

Scents with carefree and sunny notes.

POMONA
BIANCO DI BACCO
CAPRIFICO
MELANGRANA
NERO DI BACCO

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FRUITY



POMONA

Notes of Peach and Apricot come together in a sweet embrace; Green Apple adds to the fresh fragrance.

primary notes
Peach
secondary notes
Apricot
tertiary notes
Green Apple



FRUITY



MELANGRANA

A fragrance dedicated to the fruit brought to Europe via the sea routes of Phoenician merchants. Pomegranate, a symbol of vital energy, humility, charity, fertility, wealth and union.

primary notes
Lemon, Sweet Orange
secondary notes
Pomegranate, Cassia, Raspberry
tertiary notes
Jasmine, Vanilla Berry



BIANCO DI BACCO

Pungent notes of Trebbiano and Malvasia Grapes combine with the sweetness of White Peach and Cypress Resin in a seductive fragrance.

primary notes
White Berry Grapes
secondary notes
White Peach
tertiary notes
Cypress Resin



NERO DI BACCO

Grape Must combines with notes of Amarena cherry to create a fragrance with a persistent color and a welcoming, heady scent.

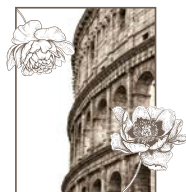
primary notes
Strawberry Grape
secondary notes
Grape Must
tertiary notes
Amarena



CAPRIFICO

Fig leaves take center stage in this fragrance with green and woody notes, softened by the notes of tomato leaves and basil.

primary notes
Tomato Leaves, Basil
secondary notes
Fig, Hyacinth
tertiary notes
Wildflowers, Cherry



Perfumes in ancient Rome

The perfume craze in ancient Rome infected everyone, even emperors. Indeed, if Cleopatra, who created her own fragrances, went so far as to perfume the sails of her ships in Egypt, in Rome they were no different. There were no master perfumers yet: the fragrance makers were those who had access to the raw materials, which changed according to the territories conquered. They were ointments rather than perfumes, which is why the figure of the master ointment maker was born, an alchemist of fragrances to be spread through intoxicating scented oils.

olfactory family

FLORAL

Scents that evoke spring, intoxicating fragrances that never go out of style.

LEVANTE
ORCHIDEA SELVATICA
CIPRIA
VENERE
FIOR DI LUNA - *novità*

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FLORAL



LEVANTE

A fragrance that warms the room with aromatic notes of Orange and Mandarin Leaves that culminate with a floral core.

primary notes
Lily of the Valley
secondary notes
Undergrowth flowers
tertiary notes
Orange and Mandarin Leaves



FLORAL



VENERE

Lavender, an indispensable ingredient of the Greek goddess Venus for her spells of love and purification, and Lotus Blossoms with warm, soft notes, forever a symbol of purity and beauty.

primary notes
Lavender
secondary notes
Lotus flowers
tertiary notes
Bergamot



ORCHIDEA SELVATICA

The warm, refined notes of Wild Orchid combine with herbaceous notes in a relaxing fragrance that evokes spring blooms.

primary notes
Orchid
secondary notes
Herbaceous Essences
tertiary notes
Rosewood



CIPRIA

Notes of Rosehip combine with those of Talc for a light and delicate fragrance.

primary notes
Essence of Rose
secondary notes
Rosehip
tertiary notes
Talc



FIOR DI LUNA

Immerse yourself in a moonlight garden where white fragrant buds shine in the rays of the moon and fill the air with their perfumes.

Available in the versions:
Room Fragrance 100, 200, 500, 1000, 2500 ml
Room Spray 250 ml



primary notes
Tuberose
secondary notes
Frangipani
tertiary notes
Sandalwood, Cedar Wood

olfactory family

AMBER

Warm, enveloping scents that evoke oriental atmospheres.



AMBRA
TUSCIA

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AMBER



AMBRA

Amber tones combine with notes of Oud, a rare and precious oriental resin, in a warm and sumptuous fragrance.

A combination that evokes the smell of roots and earth with woody and balsamic base notes.

primary notes
Amber
secondary notes
Oud
tertiary notes
Neroli



AMBER



TUSCIA

The floral scent of Incense echoes distant memories that combine with Sandalwood and Amber in a magical journey into the past.

primary notes
Incense, Pepper
secondary notes
Sandalwood, White Flowers
tertiary notes
Amber, Cistus



The Master Perfumer

The figure of the "Nose" or master perfumer is a very ancient figure that has survived from 4,000 years ago to the present day.

The methods, the techniques of creation have changed, but the skill of a nose remains the same: to be able to capture the emotions that essences convey and to be able to blend them together, creating unique fragrances. Creating fragrances that are true sensory works of art.



The Pomme d'Ambre

Perhaps the first real room perfumer was the "Pomme d'Ambre" or "Pomander," an artificial apple made of amber and many other fine materials where one could place aromas, spices and resins inside.

In the Renaissance, these objects were transformed into veritable jewelry to be hung on clothing. Made of gold or silver, they were used by kings and queens.

olfactory family

SPICY

Scents with a lot of personality, with sensual and intense touches.

GRECALE
ROSSO FIORENTINO
VELLUTO

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SPICY



GRECALE

Ancient scents with notes of Hibiscus Wood and Pepper, enhanced by the essence of Cloves, Cinnamon and Nutmeg.

primary notes
Nutmeg
secondary notes
Pepper
tertiary notes
Hibiscus Wood, Clove



SPICY



VELLUTO

Caramel and Vanilla meet Citrus, Pepper and Cinnamon notes for a sumptuous combination that sweetens the ambiance.

primary notes
Caramel
secondary notes
Vanilla
tertiary notes
Orange Peel, Cinnamon, Pepper



ROSSO FIORENTINO

Citrus notes combine with the spicy notes of Pepper and Cinnamon in a stimulating and pungent combination.

primary notes
Orange
secondary notes
Cinnamon
tertiary notes
Pepper, Clove



The birth of the olfactory pyramid

Eugène Rimmel was the first to study the composition and raw materials used in the creation of perfumes, later deciding to classify them into families and giving birth to a new concept: the olfactory pyramid.

His idea was to reproduce on paper the sensations and emotions one feels when smelling perfume. Many considered him a fool, but his concept whereby a perfume could be compared to a musical composition has become fundamental for the history of perfumery.

olfactory family

WOODY

Perfumes characterized by woody notes that can be warm and exotic or dry and balsamic for those who like invigorating fragrances.

ARBOREA
TEAL
MORO
MAESTRALE
OUD

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WOODY



ARBOREA

Strong notes of Cedarwood combined with marine notes create a fresh and vital fragrance thanks to notes of Birch and Resin.

primary notes
Balsamic and Salty
secondary notes
Cedarwood and Birch
tertiary notes
Resin



WOODY



MAESTRALE

The fragrance is named after the wind that blows from the Northwest and brings Balsamic, Pine Wood and Salt notes. A fragrance that smells like the sea.

primary notes
Balsamic
secondary notes
Pine Wood
tertiary notes
Salt



TEAL

Balsamic and resinous notes combine with pungent hints of Grapefruit and Cedarwood in a fresh, light fragrance.

primary notes
Balsamic
secondary notes
Cedarwood, Resin
tertiary notes
Grapefruit



OUD

Protagonist of the Oud fragrance is the rare and highly prized resin that gives it its name.

primary notes
May Rose, Cedar Peel
secondary notes
Saffron, Tonka Bean
tertiary notes
Oud, Patchouli, Sandalwood



MORO

A journey to the ancient Florentine salons: Tobacco and Woody notes come together in a unique fragrance, spiced thanks to Cinnamon and sweetened by Caramel and Peach Blossom.

primary notes
Cinnamon, Peach Blossom
secondary notes
Sandalwood, Caramel
tertiary notes
Tobacco, Cedarwood



The first scented houses

In the Middle Ages people began to purify and perfume their homes by burning laurel or rosemary in fireplaces or sprinkling the floor with scented herbs. A way to make one's dwellings more welcoming.

Among noble ladies, it became common to put scented sachets in linens with essences of violet, lavender and orange blossom, a tradition that was carried on until the Renaissance.

olfactory family

GOURMET

Fragrances related to food and drink.

COFFEA
BUBBLE GUM
COTTON CANDY

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GOURMET



BUBBLE GUM

A fragrance that envelops in a fun bubble gum. Gives positive energy and cheerfulness with the fruity and sweet notes of Sweet Orange, Banana and Vanilla Berry.

primary notes
Sweet Orange
secondary notes
Banana
tertiary notes
Vanilla Bean



COTTON CANDY

Tutta la golosità di una soffice nuvola di zucchero filato. Fiordilatte, Caramello e Zucchero Filato per un risultato giocoso ma al tempo stesso unico.

primary notes
Fiordilatte
secondary notes
Caramel
tertiary notes
Cotton Candy



GOURMET



COFFEA

When we smell coffee, an endless array of smells and olfactory memories are triggered, so Coffea leads us on an incredible sensory journey.

unique notes
Pure Coffee



Room fragrances

Nowadays, ambient fragrances are a constant part of our lives. They have entered our culture and are much more than just a perfume to put inside the house. They are essences that remind us of unforgettable places or moments, trips, loved ones. Scents that let us know that yes, we are finally home. Whatever our path, whatever our destination, there is always an ambient fragrance ready to accompany us in the magical moments of our lives.

olfactory family

AROMATIC

Aromas characterized by notes of aromatic herbs
that bring freshness and liveliness.

CARDAMOMUM
THYMUS
MENTHA
URTICA
HYPERICUM
CITRONELLA

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AROMATIC



CARDAMOMUM

Cardamom gives spicy tones, sweetened by the warm notes of Mandarin Leaves and Nutmeg.

primary notes
*Mandarin Leaves,
Rosehip*
secondary notes
Cardamom, Nutmeg
tertiary notes
Cedarwood



THYMUS

Il timo dalle note aromatiche intense si unisce a Salvia e Camomilla in un'essenza gradevole e avvolgente.

primary notes
White Thyme, Myrtle
secondary notes
Sage, Coriander
tertiary notes
Rosehip, Chamomile



MENTHA

Thyme with its intense aromatic notes combines with Sage and Chamomile in a pleasant, enveloping essence.

primary notes
Wild Mint
secondary notes
Cloves
tertiary notes
Thyme, Marjoram



AROMATIC



URTICA

The pungent notes of Nettle are made fresh by Rosemary and Pine; Summer savory provides the aromatic note.

primary notes
Nettle, Eucalyptus
secondary notes
Rosemary, Thyme
tertiary notes
Marjoram, Summer savory



HYPERICUM

Hypericum lends uniqueness to the pleasant, enveloping blend of Helichrysum and Violet. The wild plant with its well-known yellow flowers holds countless beneficial properties and has always been used to purify the air.

primary notes
Bergamot, Artemisia
secondary notes
Helichrysum, Violet
tertiary notes
Hypericum, Patchoul



CITRONELLA

A light, fresh scent that leads the senses into the midst of greenery. Aromatic notes of Peppermint, Lemongrass, Basil and Vetiver for a pleasant and useful fragrance to make our summer more serene.

primary notes
Peppermint
secondary notes
Lemongrass, Basil
tertiary notes
Vetiver



I COLORI DI CHIARA



I COLORI DI CHIARA

Chiara Firenze fragrances abandon their classic packaging and take on an elegant colorful bottle.

BIANCO DI BACCO



The pungent notes of Trebbiano and Malvasia grapes combine with the sweetness of White Peach and Cypress Resin in a seductive fragrance.

CARDAMOMUM



Cardamom brings spicy tones, sweetened by the warm notes of Mandarin Leaves and Nutmeg.

CIPRIA



Notes of Rosehip combine with notes of Talc for a light and delicate fragrance.

GRECALE



Ancient scents with notes of Hibiscus Wood and Pepper, enhanced by the essence of Cloves, Cinnamon and Nutmeg.

NERO DI BACCO



Grape Must combines with notes of Amarena cherry to create a fragrance with a lingering color and a welcoming, heady smell.

TEAL



Balsamic and resinous notes combine with pungent hints of Grapefruit and Cedar in a fragrance as fresh and light as its coloring.

I RIFLESSI DI CHIARA



I RIFLESSI DI CHIARA

Simple lines, bold colors, furnishing essences inspired by the silhouettes of the past.
Intense fragrances housed in uniquely styled bottles: lovely to smell and to see.

LIMONAIA



Intense aroma of Lemon and Lime. A fresh and carefree vacation for the sense of smell in a lively Yellow bottle.

MAESTRALE



It is the main wind, the master of navigation in the Mediterranean Sea, which brings Balsamic and Pine Wood notes and evokes the sea with hints of Salt. Kept in an elegant Blue bottle.

MELANGRANA



Sparkling notes of Lemon and Sweet Orange combine with sweet notes of Pomegranate and Raspberry to create a lively and stimulating fragrance. Kept in an elegant Pomegranate-colored bottle.



ROOM SPRAY

Chiara Firenze fragrances are also available in Spray format, to be sprayed in living and working environments to make them pleasant and welcoming.



AGRUMI
ROOM SPRAY

Spray bottle 250ml.



AMBRA
ROOM SPRAY

Spray bottle 250ml.



ARBOREA
ROOM SPRAY

Spray bottle 250ml.



BIANCO DI BACCO
ROOM SPRAY

Spray bottle 250ml.



BUBBLE GUM
ROOM SPRAY

Spray bottle 250ml.



CAPRIFICO
ROOM SPRAY

Spray bottle 250ml.



ROOM SPRAY



CARDAMOMUM
ROOM SPRAY

Spray bottle 250ml.



CIPRIA
ROOM SPRAY

Spray bottle 250ml.



CITRONELLA
ROOM SPRAY

Spray bottle 250ml.



COTTON CANDY
ROOM SPRAY

Spray bottle 250ml.



GRECALE
ROOM SPRAY

Spray bottle 250ml.



HYPERICUM
ROOM SPRAY

Spray bottle 250ml.



ROOM SPRAY



LEVANTE ROOM SPRAY

Spray bottle 250ml.



LIMONAIA ROOM SPRAY

Spray bottle 250ml.



MAESTRALE ROOM SPRAY

Spray bottle 250ml.



MEDITERRANEO ROOM SPRAY

Spray bottle 250ml.



MELANGRANA ROOM SPRAY

Spray bottle 250ml.



MENTHA ROOM SPRAY

Spray bottle 250ml.



ROOM SPRAY



MORO ROOM SPRAY

Spray bottle 250ml.



NERO DI BACCO ROOM SPRAY

Spray bottle 250ml.



ORCHIDEA SELVATICA ROOM SPRAY

Spray bottle 250ml.



OSTRO ROOM SPRAY

Spray bottle 250ml.



POMONA ROOM SPRAY

Spray bottle 250ml.



ROSSO FIORENTINO ROOM SPRAY

Spray bottle 250ml.



ROOM SPRAY



TEAL ROOM SPRAY

Spray bottle 250ml.



THYMUS ROOM SPRAY

Spray bottle 250ml.



TUSCIA ROOM SPRAY

Spray bottle 250ml.



URTICA ROOM SPRAY

Spray bottle 250ml.



VELLUTO ROOM SPRAY

Spray bottle 250ml.



VENERE ROOM SPRAY

Spray bottle 250ml.



ROOM SPRAY



OULD ROOM SPRAY

Spray bottle 250ml.



FIOR DI LUNA ROOM SPRAY

Spray bottle 250ml.





TEXTILE SPRAY

Linens, draperies and fabrics that smell clean with Chiara Firenze Fabric Sprays.
Scents that bind to the fabric, maintaining a lingering fragrance



AMBRA
TEXTILE SPRAY

Spray bottle 250ml.



CIPRIA
TEXTILE SPRAY

Spray bottle 250ml.



LEVANTE
TEXTILE SPRAY

Spray bottle 250ml.



MAESTRALE
TEXTILE SPRAY

Spray bottle 250ml.



ORCHIDEA SELVATICA
TEXTILE SPRAY

Spray bottle 250ml.



TEAL
TEXTILE SPRAY

Spray bottle 250ml.



TEXTILE SPRAY



NERO DI BACCO
TEXTILE SPRAY

Spray bottle 250ml.



VENERE
TEXTILE SPRAY

Spray bottle 250ml.





LAUNDRY

A product created specifically with the function of scenting garments, derived from our fragrances and not from detergent products.



AMBRA FOR LAUNDRY

150ml format.



CIPRIA FOR LAUNDRY

150ml format.



LEVANTE FOR LAUNDRY

150ml format.



MAESTRALE FOR LAUNDRY

150ml format.



ORCHIDEA SELVATICA FOR LAUNDRY

150ml format.



TEAL FOR LAUNDRY

150ml format.



LAUNDRY



NERO DI BACCO FOR LAUNDRY

150ml format.



VENERE FOR LAUNDRY

150ml format.



BOXES

Special gift boxes for the most beloved and representative Chiara Firenze fragrances.

BI-SOGNO



Why not double the olfactory notes to spread in the environment?

Fragrance options

Bianco di Bacco - Nero di Bacco

Venere - Oud

Melangrana - Cardamomum

Cipria - Maestrale

Limonaia - Fior di Luna

COLORAMI LA VITA



Choose the color of the bottle, select the label you prefer, write the name of the recipient.

Fragrance options

Bianco di Bacco

Cipria

Nero di Bacco

Teal

Grecale

Cardamomum

Melangrana

Limonaia

Maestrale

DOPPIAMENTE



Double the duration of your favorite fragrance.
One 100ml colored bottle and one 100ml Refill of the same fragrance.

Fragrance options

Bianco di Bacco

Cipria

Nero di Bacco

Teal

Grecale

Cardamomum

Melangrana

Limonaia

Maestrale



BOXES

HO VOGLIA DI TRE



An elegant package holds three fragrances in 100ml format.

Fragrance options

Bianco di Bacco - Hypericum - Cipria

Limonaia - Maestrale - Teal

Melangrana - Cardamomum - Oud

Nero di Bacco - Venere - Urtica

Fior di Luna - Arborea - Agrumi

SEMPRE CON TE



Your favorite fragrance in pocket size.
A 30ml Spray to carry with you at all times

Fragrance options

Teal

Bianco di Bacco

Cardamomum

Cipria

Fior di Luna

Maestrale

Melangrana

Nero di Bacco

Limonaia

Oud

Mediterraneo

Venere



CERAMIC

Art meets fragrance, precious handcrafted ceramic diffusers to enrich your surroundings.

LA VIA DELLA CERAMICA



A refined container created by the craftsmanship of local master potters, to be filled with our fragrances.
A sphere with a refined and attractive design, geometric patterns and golden details to enrich your surroundings.

Color options

White *Black* *Taupe*

DIFFONDI-AMO



A refined container created by the craftsmanship of local master potters to spread Chiara Firenze essence concentrates.
A sphere with a refined and attractive design, geometric patterns and golden details to enrich your surroundings.

Color options

White *Black* *Taupe*



CONCENTRATED ESSENCE.

Our fragrances in a new format. 100% pure essence concentrates, scents that give unique olfactory experiences when diffused in the environment.



DROPS OF INTENSITY

Mix at least 5 drops with water in diffusers and burners to create a wonderful, scented atmosphere.

Available in 18 fragrances: AMBRA, ARBOREA, BIANCO DI BACCO, CARDAMOMUM, GRECALE, LEVANTE, LIMONIAIA, MAESTRALE, MEDITERRANEO, MELANGRANA, MENTHA, NERO DI BACCO, ORCHIDEA SELVATICA, OSTRO, ROSSO FIORENTINO, THYMUS, TUSCIA, VENERE





RASNA *loves* CHIARA FIRENZE

From the collaboration of two Tuscan companies that put quality first, this special edition was born. A journey combining art, fashion and fragrance.



ARBOREA RASNA

Strong notes of Cedarwood combined with marine notes create a fresh and vital fragrance thanks to notes of Birch and Resin.



LEVANTE RASNA

A fragrance that warms the room with aromatic notes of Orange and Mandarin Leaves that culminate with a floral core.



POMONA RASNA

Notes of Peach and Apricot come together in a sweet embrace; Green Apple adds to the fresh fragrance.



LIGHTS OF FLORENCE



Colored frosted glass containers with a square shape, furnishing complements that enrich home and studio spaces. The packaging is a tribute to the architecture of the city of Florence, which has always been the inspiration for our fragrances.

Format options
80 gr / 420 gr



LIGHTS OF FLORENCE

Some of the Chiara Firenze fragrances are transformed into fine candles. A new way to diffuse them in the environment, creating magical atmospheres.

SANTA MARIA NOVELLA NERO DI BACCO



Nature is movement. And movement is the principle of all living things. Through this concept, the geometries that embellish the façade of the church of Santa Maria Novella in Florence take shape and come alive in stars and flowers ready to bloom on the Bacchus Black candle package with a black glass container.

SANTA CROCE ROSSO FIORENTINO



A star that shines and illuminates the path of all who pass through the cradle of the Renaissance. A ray of light that comes to life, through the shapes and colors of the extraordinary facade of the Basilica of Santa Croce in Florence, the temple of Italic glories. The same shapes are featured on the packaging of the Florentine Red candle with red glass container.

SANTA MARIA DEL FIORE AMBRA



Brunelleschi's dome and Giotto's bell tower protect the city from above. The silhouettes of the facade of the cathedral of Santa Maria del Fiore, which accompany them, harmonize with each other in a grand tribute to the beating heart of Renaissance Florence. We find them on the packaging of the Amber candle with ivory glass container.



LUCI DI FIRENZE

80gr candle and 100ml bottle with the same fragrance.
Available in the fragrances: *Rosso Fiorentino*, *Nero di Bacco*, *Ambra*



New red box, only for candle + bottle.

An elegant velvet-effect interior wraps the products like precious jewels in a jewel box. A refined and exquisite finish.



CAR PERFUMES

Car perfumer with an elegant satin finish.
Complete starter kit and refill available.

Fragrance duration 30 days approx.



BIANCO DI BACCO
CAR PERFUME



CIPRIA
CAR PERFUME



MELANGRANA
CAR PERFUME



MORO
CAR PERFUME



NERO DI BACCO
CAR PERFUME



TEAL
CAR PERFUME



FORMAT

Chiara Firenze fragrances are available in various formats for all needs and environments.



2500 ml



1000 ml



500 ml



200 ml



100 ml



3000 ml



1000 ml



500 ml



250 ml



100 ml

REFILL

Refills are available for all Chiara Firenze fragrances to keep a constant level of essence in the bottle at all times.



1000 ml



500 ml



250 ml







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